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**Cultural Evolution and Text Selection: Linguoculture and Noospheric Transition**

Linguistic culture is considered as the result of cultural evolution and value selection, the ultimate form of linguistic and textual activity in which texts are composed according to certain laws of development - according to the laws of "rising evolution". Currently in linguistics the definitions of "evolution", "development" and "degradation" of a language are vague. Development is correlated with a quantitative or qualitative change or complication of some linguistic or communicative features (morphological, lexical, grammatical, etc.).
The report deals with such processes of language development, where universal laws of being are revealed through language, creative “rhythms of life” are transmitted, the “spirit of the nations” (W.V.Humboldt) is embodied and a higher - noospheric - consciousness is formed. The urgency of the "noospheric transition" (V.I.Vernadsky) is actualised  in connection with the need for technological transfer of informatio systems that store and transmit cultural meanings to a “non-biological storage”. As a mechanism for the noospheric transition, it is proposed for the culture to make a "value selection" of texts that transmit and store the civilizational code of humanity, which is attacked by the impending “digital ontology” of the language (V. A. Kutyrev).